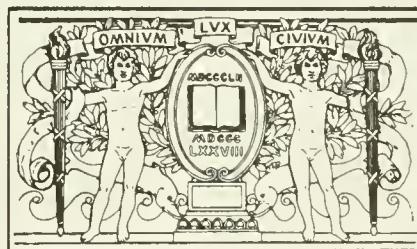


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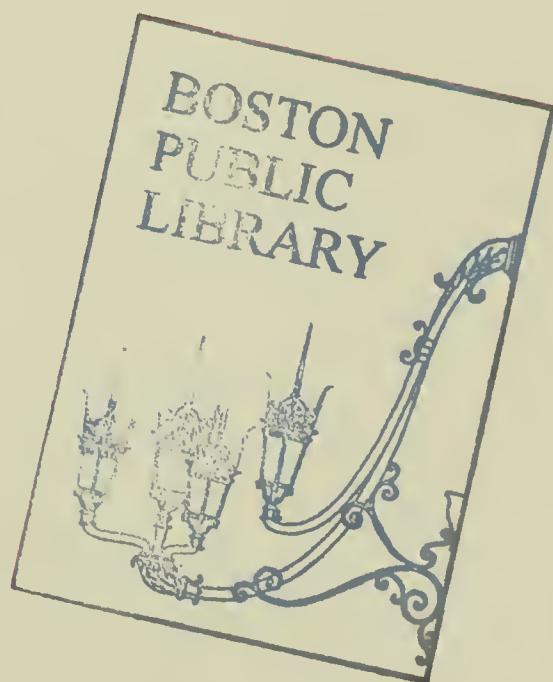
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LIBRARY





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**SPECTRUM**  
BOSTON



DOC  
RA  
20

ERFRONT  
+1  
38



**SPECTRUM**  
BOSTON

December 23, 1988

The Boston Redevelopment Authority  
Harbor Planning and Development Office  
Charlestown Navy Yard  
One First Avenue  
Charlestown, MA 02129

To the Boston Redevelopment Authority:

The attached qualifications statement and forms #254 and 255 and relevant service descriptions serve as our submission of qualifications to the Harbor Planning and Redevelopment Office for consideration in receiving an RFP for "Harborwalk Phase I" signage system.

Spectrum Boston is uniquely qualified to undertake the development of the Harborwalk signage program through our team approach to projects:

- We ask the right questions
- We base our research on the physical and informational needs of the project. The result of this process yields a signage system that meets the needs of its intended audience and creates a format that is both timeless and natural in its environment.

Thank you for this opportunity to submit our qualifications.

I Sincerely,  
*Samuel D. Shapiro*  
Samuel D. Shapiro  
Vice President,  
Business Development

/attnch.



Qualification Statement  
Harborfront Signage System - Phase I  
December 1988

Index

**Letter of Intent**

Section A -	Relevant Past Experience	page 4-17
	SBC Introductory Material	page 18-21
	SBC Personnel Biographies	page 23-31
	SBC Project Team Organization	page 32
	Project Team Approach Outline	page 33
	SBC Estimated Completion Schedule	page 34-35
	Assurance of Project Completion and Adherence to Ordinances	page 36
Section B -	Experience with Public Agencies	page 37
	MBE/WBE Compliance Forms	page 38-40
	Spectrum Boston Consulting	
	References	page 41
Section C -	Standard Forms SF-254 and SF-255	



1988 Client Listing



## CLIENT PROFILE LIST: 1988 (January to June)

5.

<u>1988 Accounts</u>			(6 mos)	(12 mos)	(12 mos)	(12 mos)
			GROSS	'87 GROSS	'86 GROSS	'85 GROSS
1. American Standard	Piscataway, NJ	\$ 9.0	\$195.8M	\$209.4M	\$12.5M	
2. Bernzomatic	Medina, NY (July)	2.0	--	--	--	--
3. Black & Decker	Shelton, CT	3.8	--	--	--	--
4. Curtis Mfg.	Jaffrey, NH	38.9	13.5	--	--	--
5. Ground Round	Braintree, MA	53.1	8.8	--	--	--
6. InterMETRO	Wilkes-Barre, PA	170.6	180.7	--	--	--
7. Johnson Level	Mequon, WI	10.2	67.2	54.9	5.0	
8. Keeper	Willimantic, CT	3.9	3.2	11.8	18.8	
9. Little League	Williamsport, PA	6.2	--	--	--	--
10. J.Peter Lyons	Waltham, MA (July)	0.1	--	--	--	--
11. Mass. Rehab.	Boston, MA	2.0	--	--	--	--
12. MWRA	Charlestown, MA*	11.0	--	--	--	--
13. Millex	Lexington, KY	1.2	20.0	--	--	--
14. Pepperidge Farm	Norwalk, CT	0.3	--	--	--	--
15. Phelon Magnagrip	Wilbraham, MA	5.0	--	--	--	--
16. Price Pfister	Pacoima, CA	70.4	--	--	--	--
17. Tufts University	Medford, MA	19.9	9.3	1.1	8.7	
18. Woods Wire	Carmel, IN	1.6	44.2	157.8	221.4	
Totals			<hr/>	<hr/>	<hr/>	<hr/>
			\$409.2M	\$542.7M	\$435.0M	\$266.4M

\* Client during later half of 1988



## Description of Top Accounts



## OVERVIEW OF TOP ACCOUNTS

1. American Standard: Three year relationship. Designed and implemented programs for both wholesale (to contractors) and retail (to consumers).

Accomplishments include:

- o Organizing and developing a program sell-in for Amarilis faucets through wholesale. Overcame many problems with product confusion, customer dissatisfaction, poor American Standard reputation. Sell-in so successful, back ordered for two straight years.
- o Researched and developed a new strategy for American Standard at retail including: Product line definition, positioning, packaging, merchandising, sell-in materials, and trade show booths (2). 330% increase in sales in one calendar year. Category leadership established.
- o Successful introduction of new technology bathtub for wholesale. Complete sell-in kit for architects, builders, wholesalers. In introduction presently.
- o Faucet Liquidation Program through wholesalers. Developed a three tier promotion to motivate sales force, wholesaler, and contractor. Beat projections, moved more faucets from old inventory in one month than were sold through all channels and styles together in four months.

Relationship ended by our hand early this year when marketing budget dried up for approximately one year due to hostile takeover bid coupled with marketing budget problems. We couldn't wait it out although the plan was to have us replace all non-media functions of the agency.



American Standard Inc  
United States  
Plumbing Products Group  
1 Centennial Plaza  
P.O. Box 6820  
Piscataway, NJ 08855-6820  
Telephone 201 980 3000

American  
Standard  
PURE LUXURY

November 3, 1987

Spectrum Boston  
79A Chestnut Street  
Boston, MA 02108

Attention: Mr. George Boesel

Dear George:

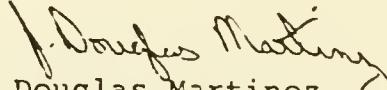
On behalf of American Standard, I would like to thank you and your staff for your efforts and dedication in making the Amarilis/Ceramix promotion a great success.

Thanks to your creativity and ingenuity, we exceeded our goals by quite a large margin, and at the same time, we reassured our sales force and our customers of our commitment to selling quality products.

This promotion was so well received that we exceeded our target on the 16 selected models by almost 30%, representing seven months of average sales; our intention was to sell 60,000 total Amarilis/Ceramix faucets -- we met this objective, which equalled four months of average sales. Overall, the promotion resulted in one of the largest total faucet sales months within the last five years.

George, you have our sincere thanks, and our congratulations to you and your staff for a job well done!

Yours truly,

  
Douglas Martinez  
Marketing Manager, Faucets

JDM:nmg  
(D033)

cc: M.J. Suzanski  
M. Sullivan  
R. O'Brien



2. Aigner, Division of Avery International

Two year relationship to research and develop a line of new office products for NOPA distribution.

- o Conducted national focus groups, interviews, and store audits
- o Developed a new product "process" for the company to follow.
- o Defined the average open-to-buy and target office products customer
- o Developed twenty five new product concepts for secretaries

Intercept tested all 25 products against known products, developed price point and likelihood of purchase numbers

- o Refined five products, interfaced with manufacturers.
- o Helped make key account presentations to major wholesalers

Product went on hold during Avery International restructuring and relocation of Aigner Management to West Coast.



### 3. Ground Round Restaurants

Nine month relationship. A primary supplier of on-premise sales promotions.

- o Developed 1988 Super Bowl Promotion
- o Completed a baseball theme promotion for summer '88 including license negotiation for five major league baseball teams, billboard at Fenway Park, on-premise materials and tie-in to Little League play-offs.

Finishing negotiation for annual contract.



#### 4. InterMETRO Industries

One year relationship. InterMETRO was interested in exploring the opportunity for new distribution channel sales.

- o Conducted opportunity definition study of market, competitors, and products needs.
- o Presented findings to senior management and owner.
- o Developed innovative products (20) including "interactive" concept.
- o Drove Metro R & D and engineers to accelerate two year development cycle into four months.
- o Developed packaging and merchandising concepts

InterMETRO pulled back all finish work and collateral for in-house agency to do (political). SBC hired to make key account presentations with InterMETRO.



## 5. Johnson Level and Tool

Three year relationship. Developed a complete program to reposition a company from a "look like the leader" strategy to category leadership.

- o Developed new market strategy
- o Developed new packaging, merchandising, and point-of-sales materials.
- o Redesigned trade show booth
- o New product development
- o Pushed for client to hire new sales/marketing manager
- o Company achieved 100% sales growth in two years.

Our work right now is in a support-as-needed mode while the new sales manager gets the rep organization restructured.

## 6. Keeper Corporation

Four year relationship. Helped an entrepreneur to rethink selling strategy.

- o Developed new packaging
- o Taught client to sell programs not products
- o Developed sales collateral materials
- o New product development
- o New product introductions
- o Client has grown sales billings 400% since we met.

Good long term business relationship, but small business.





July 21, 1988

George Boesel  
SPECTRUM BOSTON  
85 Chestnut Street  
Boston, MA 02108

Dear George,

Just a note of appreciation for the work done by Spectrum Boston since 1985. Our sales have expanded impressively at 31%, 54%, and currently at 51% annually, largely because of your assistance.

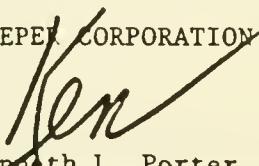
The conceptualization and implementation of a program that included, what has proven to be, excellent packaging and attention getting collateral material, is where Spectrum Boston assisted KEEPER so substantially.

Your attention to our customers' needs and ability to distill the variety of markets we operate in is impressive and provided us with a sense of success almost before it actually began.

George, I look forward to working with Spectrum Boston on our new product line and thank you for your initiative on our behalf.

Very truly yours,

KEEPER CORPORATION

  
Kenneth L. Porter, III  
President

KLP/dg



## 7. Woods Wire, Inc.

Four year relationship. Over the term of the relationship, we have helped Woods double in size and assume a leadership position in their market. Woods has been a valuable source of references to prospects for SBC and will continue to be one. The following are key points:

- o Projects scope: Corporate identity, all major packaging, merchandising, and sell-in materials, new product development, trade show booth planning, market research, and strategic planning.
- o Successful positioning and sell-in of surge protection line
- o Reworking core cord line down from nine types of wire to three
- o Stepping customers up one wire gauge across the entire line.
- o Established market leadership which allowed easier sell-in of new products
- o Successful sell-in of T.V., video, and telephone accessories, tools, testers, and home controls programs
- o Significant sales growth for Woods
- o Concepting and developing major and minor new products and lines
- o Product design for line extensions and new products
- o Participation in sales meetings



**Woods®**

March 24, 1988

Mr. George Boesel  
Spectrum Boston  
79A Chestnut Street  
Boston, MA 02108

Dear George:

Confirming our phone conversation today, you will be glad to know that our cordset packaging has made a substantial improvement in shifting the industry from 16 gauge commodity cords to more profitable 14 gauge cords. And, the consumer reaps the benefit of having a better cord for their needs.

As you know, until we made the change in our packaging, all cords were considered the same and price was the only difference. Now, consumers are choosing to step themselves up to a heavier gauge cord to meet their needs. And, in doing so, provides better gross margin for retailers and Woods.

You'll notice I said "change the industry", which in fact we did when soon after we introduced our new packaging, the competition copied it! Thanks for helping Woods. We'll be in contact soon to start a new project.

Sincerely,



Roy J. Schneider  
Vice President  
Marketing

RJS/th



## 8. Sunbeam, Division of Allegheny International

Two year relationship. Working with Sunbeam research data and a preliminary prototype, we developed the complete new product introduction program.

- o Product positioning
- o Product naming
- o Product design and panel design
- o Logo
- o Packaging
- o Window decal for point of sale
- o Sell-in literature

The new oven's introduction was very successful and compared by them to the other big Sunbeam product, the Oscar. Sales are good, the other manufacturers are knocking it off. The marketing manager from Sunbeam has taken a Director of Marketing position at Wearever.



## 9. Price Pfister, Inc.

Six month relationship. The (ex-American Standard) Price Pfister Director of Marketing brought us in to tighten up the point-of-sale and sell-in programs prior to major push eastward.

Key points are:

- o Store audits, buyer, and internal management team interviews conducted to learn areas of opportunity.
- o SBC suggested a new line positioning strategy that has the potential to deepen sell-in.
- o Packages reworked to get down to 10 stock sizes from 40 plus.
- o Category color coding added to organize products.
- o Merchandisers reworked to aid sell-through
- o Full program brochure developed to sell-in to new customers
- o SBC to participate in sales meeting in August '88

Resell opportunities have been indicated for SBC by Price Pfister for September/October. Price Pfister has been purchased by Emhart and will introduce SBC to Emhart Management in August at sales meeting



Spectrum Boston Consulting  
Introductory Material



## SPECTRUM BOSTON CONSULTING

### Company Philosophies and Services

#### **Background**

Changing issues and priorities in the American market have caused business and service organizations to alter the way they conduct business and present themselves to the public. Managers are interested in the market and public driven issues for the 80's and 90's. It is with this understanding that Spectrum Boston Consulting (SBC) bases its services and "client results" approach.

#### **The Future**

America is facing a new set of conditions: increased competition, new public issues, shortened new program lead times, rapid information program processing, consumer information overload, and distribution evolution. The growing group of generalist service companies will be there to help human service organizations and businesses cope. Consultants bring a wealth of theoretical and factual experience from each past job to the next task at hand. The more complex and fast-paced the world, the greater the need will be for specialist-generalists.

#### **Strategy**

Spectrum is part of a small but growing group of businesses that focus on marketing challenges from a generalist perspective--how does the assignment fit in with the client's future goals. This overview identifies resources that can be tapped, and many times, unseen opportunities. The concept is a spectrum of services that can successfully accomplish clients' objectives, driven by a generalist overview that keeps the work on target. Unlike specialists (an advertising agency sells advertising as the solution to all problems), the generalist selects the service from his arsenal that will best achieve results for his clients. We are in the business of achieving successes for our clients and in the future our services will shift as our clients' needs shift. Our goal is to be productive, effective, and bring noticeable benefit to our clients.



## COMPANY FACT SHEET

**Company:** Spectrum Boston Consulting, Inc.

**Line of Business:** Marketing, Design, Sales, and Promotion Consulting

**Status:** Formed as the result of the split of Spectrum Boston, Inc. into two companies.  
Incorporated October 1987  
Privately held, Stockholder:  
George F.W. Boesel

**Management:** George Boesel, President  
Lee Martz, VP, Administration  
Michael G. Sullivan Promotional Director  
Craig M. Moeller, Director of Marketing  
Samuel D. Shapiro, VP, Business Development

**General Counsel:** Eugene Isaak, Attorney  
60 State Street  
Boston, MA 02110

**Accountant:** Leonard Pepe  
Pepe, Pelletier & McShane, Inc.  
Certified Public Accountants  
1285 Hancock Street  
Quincy, MA 02169



Spectrum Boston Consulting

WHAT DO WE HAVE TO OFFER?

- o Full graphic design and production capabilities - concept through execution
- o Marketing Opportunity Definition and Planning
- o Organizational/Corporate Identification
- o Collateral Product Design and Development
- o Materials or Packaging - From press and information kits to new products
- o Merchandising - Products and services
- o Program Support Literature
- o Program and/or Service Promotion



Spectrum Boston Consulting  
Personnel Biographies



GEORGE BOESEL

PRESIDENT

As President, George Boesel oversees both people and projects to insure that the corporate standards for innovation, quality, attention to detail, and results for clients are met.

Prior to Spectrum Boston, Mr. Boesel served as Vice President for Gregory Fossella Associates, a Design and Marketing Firm offering product design, graphics, and marketing services. His clients included: Armstrong, Bristol Meyers, Devcon Adhesives, Diston Tool, Stanley Hardware, Honeywell, Sunbeam Appliance, Itek, Trak Skis, Sherwin Williams, Pennzoil, Rush Hampton Industries, Shaeffer Eaton, Sears Craftsman, and Georgia Pacific.

Before working with Fossella Associates, Mr. Boesel worked for the Gillette Company, Personal Care Division as a Packaging Engineer and Art Coordinator. Responsibilities included overseeing development and production of primary packaging and point-of-sale promotional materials.

He is a graduate of Southern Illinois University with a bachelor's degree in design and is a member of the Packaging Institute.



SAMUEL D. SHAPIRO

VP, BUSINESS DEVELOPMENT

As Business Development Specialist, Sam Shapiro brings to Spectrum a diverse background in media materials production, broadcast television, and food service marketing, promotion, sales, and packaging.

Before joining Spectrum, Mr. Shapiro founded and served as president of a specialty bakery distribution company. Clients included major New England and national chains such as Star Market, Roche Brothers, and Bloomingdales. Personal service and innovative marketing became a standard for operating his business, as well as developing productive, lasting relationships with clients at Spectrum.

Prior to the baking business, Mr. Shapiro served in a variety of positions for New England affiliates of all three networks. He was previously Director of Educational Television and Health Science Media Director for Boston University.

Mr. Shapiro is a graduate of Boston University with a degree in Communications and a Master's Degree in Broadcasting. He serves as a member of B.U.'s COM National Alumni Board of Directors and is a board member of The National Television Academy.



CRAIG M. MOELLER

DIRECTOR OF MARKETING

As Director of Marketing, Craig Moeller leads Spectrum Boston's marketing services for our clients, which include strategic planning, tactical program planning, new product positioning and development, marketing research, and program implementation.

Mr. Moeller brings to Spectrum Boston a proven success record, a thorough understanding of all aspects of the marketing process in an assortment of industries, and specific skills at organizing and effecting results in complicated organizations.

Mr. Moeller's industry experience includes housewares, office products, hardware, and home center. He has worked for several major international firms, including Avery International (Aigner Products Division), North American Philips Corporation (Norelco), General Electric (Housewares), and Dresser Industries (S-K Tools). As a Marketing Manager for these firms, his line management experience has involved him in extensive new product development and merchandising programs, international and domestic sourcing, and business opportunity planning.

He has a masters degree in Business Administration in Marketing from the University of Michigan, and a Bachelor's Degree in Economics from Northwestern University.



MICHAEL G. SULLIVAN

VP, PROMOTIONS DIRECTOR

From concept to execution, Michael Sullivan provides our clients with an uncompromising commitment to excellence, innovation, and leadership in the area of sales promotion.

Formerly, he was Director of Marketing and Promotional Services at Arnold Marketing and Advertising. He oversaw the marketing and sales promotion activities of the largest McDonald's co-op in the United States, encompassing over 700 stores in New England and upstate New York. He was a recognized leader in the area of sales promotion for McDonald's and has many regional and national programs to his credit. He also created the first on-pack premium program in the history of the Eastman-Kodak Company. The NASCAR-Kodak Racing Team package has produced \$12,000,000 in sales for Kodak. This concept is now being adapted to Kodak's mainline consumer packaging.

At Kent M. Wright Associates, he conceived, presented, and executed a national consumer product promotion for AT&T. Today, this promotion has evolved into a multi-million dollar profit center for AT&T Communications, headquartered in Basking Ridge, New Jersey.

At Dickinson Direct Response, he founded a financial marketing division, targeting financial institutions. Today, their sales exceed \$25,000,000 annually.

His client roster past and present includes: McDonalds, AT&T, Kodak, Midas, Heublein, Fanny Farmer, Grolier, Fleet National Bank, Irving Trust, Shawmut, CitiBank, Colombo Yogurt, New England Patriots Football Club, American Standard, Exxon, Miller Brewing Company, Ground Round Restaurants Inc., and Proctor and Gamble.

Mr. Sullivan has a Bachelor of Science Degree in Marketing and Finance. He has conducted international, national, and regional seminars on direct marketing, telemarketing, and sales promotion for AT&T, the Bank Marketing Association, The Savings Bank Association of America, and others.



## LEE MARTZ

## VP/FINANCIAL COORDINATOR

Financial coordination is the responsibility of Lee G. Martz, using the integrated software system Spectrum has in place for job costing and tracking.

Ms. Martz brings to task her experience in establishing and computerizing billing, financial control, and information systems.

Skills in these areas were honed during her tenure at Peabody Office Furniture Corp., where responsibilities included design, updates, and implementation of procedures and training programs for new, computerized order entry, acknowledgment, receiving, billing, and order status information system during an extremely high growth phase of the business.

Prior to her three years at Peabody's, Lee planned and managed the new in-house, computer-based billing office for the Department of Psychiatry at Dartmouth Medical School. Under her guidance, new fiscal reporting and verification mechanisms were established.

Ms. Martz obtained her MBA from Boston University. She was an honors student as well during her undergraduate years at Brown University.



CYNTHIA CROZIER

SENIOR DESIGNER/PROJECT MANAGER

As Project Manager, Cynthia Crozier oversees the creative strategy and direction of a project once it is brought into Spectrum. Ms. Crozier is responsible for the creative development, production, scheduling, and coordination of the internal resources needed to complete each project.

Prior to joining Spectrum Boston, Ms. Crozier was a designer for the design department at WGBH-TV in Boston. While there, Ms. Crozier was involved with accounts that included broadcast media publications and internal promotions.

A graduate of the Rhode Island School of Design, with a B.A. in Graphic Design, Ms. Crozier is also a member of the American Institute of Graphic Artists.



## DALE EDMONDSON

## SENIOR DESIGNER/PROJECT MANAGER

As Project Manager, Dale Edmondson oversees the creative strategy and direction of a project once it is brought into Spectrum. Mr. Edmondson is responsible for the creative development, production scheduling, and coordination of the internal resources needed to complete each project.

Prior to joining Spectrum Boston, Mr. Edmondson served as an Art Director for Ogilvy & Mather Inc., a multinational promotion and advertising agency in London. While there, Mr. Edmondson worked on both national and international accounts that included telecommunication and computer concerns, packaged goods, and consumer promotions.

A graduate of North Carolina State University with a bachelor's degree in Environmental/Graphic Design, Mr. Edmondson is also a member of the American Institute of Graphic Artists.



## DALE SPRAGUE

## DESIGNER/PROJECT MANAGER

As a member of the design team at Spectrum Boston, Dale Sprague supervises and participates in design programs that address marketing problems and opportunities. His experience in packaging, merchandising, sales collateral materials, product design, identity development, and promotional design has proven valuable on major programs under his coordination. His clients include: American Standard, Dennison National, General Electric, InterMETRO Industries, Pacific Chloride, S.D. Warren, Sunbeam, and Woods Wire.

As past designer for Hughes Associates, a Boston based design firm, Dale was involved in the design and production of such elements as annual reports, logos, packaging, and corporate collateral. Prior to Hughes Associates, Mr. Sprague was an Assistant Art Director for IHRDC (International Human Resources Development Corporation). Dale's responsibilities were coordinating video production and technical illustration.

Mr. Sprague holds a degree from the Rochester Institute of Technology, with a BFA in Communication Design.

Dale received a Distinctive Merit Award in the Boston Art Directors Club, 1986, and was recognized in the 1988 Print Annual Magazine edition.



ELIZA TASSIAN  
DESIGNER/PROJECT MANAGER

A member of the design team at Spectrum Boston, Eliza Tassian affords clients considerable experience in packaging and collateral design as well as corporate identity development.

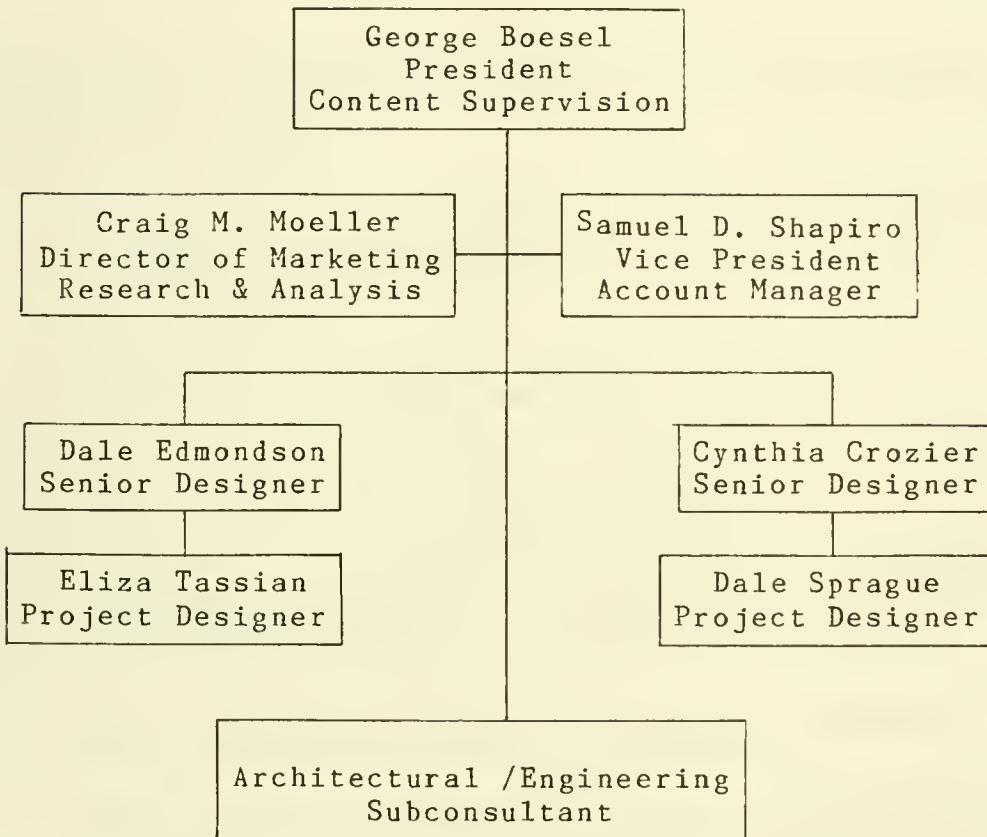
As a designer for GTO, a Cincinnati based design firm, Ms. Tassian developed the corporate identity and signage system for Bethesda Inc., the largest hospital network in southern Ohio. Other projects at GTO included promotional work for Proctor and Gamble as well as work on annual reports for Federated Department Stores (Bloomingdale's, Rich's, Bullock's, I. Magnin, etc.). Taft Broadcasting, Wendy's and The Kroger Company.

Furthering her packaging and collateral design capabilities at Gregory Fossella Associates (Boston), Ms. Tassian worked on comprehensive packaging and merchandising programs for such clients as W.R. Grace, Georgia-Pacific, Ford Motor Company, Bike, and Purolator-Courier.

While at Selame Design (Boston), packaging and collateral clients included Amoco, Veryfine, Fram, and Ameritech.

A graduate of Vanderbilt University with a Bachelor of Arts degree in Economics and Fine Arts, Ms. Tassian also holds a Bachelor of Fine Arts degree in Graphic Design from the Rhode Island School of Design.



HARBORWALK SIGNAGE DEVELOPMENT TEAM



Spectrum Boston Consulting

## Staff approach to Harborfront Signage Project

Spectrum Boston Consulting views the Harborwalk signage project as an opportunity to do more than relay basic information. We feel that this program should be developed so that the signage:

- Is engaging, interactive in its theme, and tells a complete story of the Boston Harborfront including landmarks, exhibits and historical sites of cultural significance.
- Complements existing signage in design, color, choice of materials and size.
- Will contain a variety of informational elements developed to be a cohesive system.
- Increases interest levels through a historical theme, carried through all signage, yet allowing individual elements to stand alone in their historical message.
- Will be interactive on many levels, depending on the individual needs of its audience.
- System that is approached by our team includes input from architectural and engineering consultants, affording us the technical support necessary for implementation of complete signage programs.



Project Completion Schedule  
(Anticipated)



Weeks	1-2	2-4	4-6	6-8	8-10	10-12	12-14	14-16	16-18	18-20	20-22	22-24	24-
Information Gathering													
Existing Signage Evaluation	Complete Data	Interpret Data											
			Logo and Graphic Development										
				Materials Selection									
					Schematic Production								
						Detailed Signage Drawings							
							Addendum to Boston Signage Code						
								Public Information Boards Completed					
									Detailed Signage Map				
										Signage Study Completed			



In submitting this Qualification Statement, Spectrum Boston Consulting acknowledges understanding and acceptance of all terms of the proposed signage project, identified in the RFQ as "Scope of Services". Spectrum Boston Consulting further agrees to subcontract with all vendors necessary for the timely completion of all aspects of this project.. per section six of the RFQ, "Time and Performance", and also acknowledges the requirement of the timely completion of this project within six months.

#### Conformance with the Boston Sign Code

Our understanding of the Boston Sign Code will confirm that, per the 1980 revision,

"The zoning amendments regarding signs were developed in an effort to limit the size, clutter and inefficiency of uncontrolled signage. Almost all of the historic districts have an architectural character worth preserving and enhancing. This sense of history and feeling of architectural unity is one of Boston's unique characteristics; it is attractive to both tourists and residents alike."

Spectrum Boston Consulting is in agreement with all ordinances and beliefs set forth in the SIGN CODE, and assures adherence to all standards, notes, regulations and codes set forth therein in any signage development program undertaken.

#### Boston Signage - Definitions

Per the Boston Sign Code, 1980 revision, Spectrum Boston acknowledges understanding of signage definitions and siting regulations as set forth in Section 2-1 and Article II, Sections 11-1 through 11-8 of the Code.



### Continuing Work with Public Agencies

Spectrum Boston Consulting has submitted a proposal and been selected as a graphic service provider to the Massachusetts Water Resources Authority, Boston, MA. We have recently completed the first public information newsletter of the Authority, are beginning an internal informational newsletter and anticipate upcoming projects.

Spectrum Boston has completed design work for the Massachusetts Rehabilitation Commission, Boston, MA. Samuel D. Shapiro, Vice President of Spectrum Boston, has been actively involved in projects for the Commission for over 12 years and serves as a consultant on media production projects and signage development.

Our firm has contacted the Massachusetts Departments of Education, Mental Health, and Recreation about inclusion in the bid process on future RFPs.



Copies of Notarized  
MBE/WBE Forms

Attached please find notarized copies of  
MBE/WBE compliance forms as required by  
Commonwealth of Massachusetts vendor contracting  
programs. Subcontractor minority hiring compliance  
forms are available upon request.



**SWORN STATEMENT  
REGARDING EQUAL EMPLOYMENT OPPORTUNITY**

The undersigned, being first duly sworn, on oath states to the MWRA of Massachusetts on behalf of the Proposer as follows:

A. This Sworn Statement Regarding Equal Employment Opportunity constitutes the Proposer's plan of affirmative action to be followed in the event a contract is awarded to the Proposer to ensure equal employment opportunity is afforded by the Proposer and the Proposer's subcontractors while providing specific materials and supplies or consulting or construction services for the Authority.

B. The Proposer agrees that submission of this Sworn Statement constitutes an acknowledgement of the Authority's equal employment opportunity requirements.

C. The Proposer hereby designates:

Name: Lee G. Martz  
Title: Vice President, Administration

as the person who has been charged by the Proposer with the responsibility for carrying out and reporting the Proposer's compliance with this plan of affirmative action.

D. The Proposer gives assurance that this plan of affirmative action will be communicated to supervisors and other employees of the Proposer.

E. The Proposer gives assurance that the Proposer's work force on the project will include substantial percentages of minorities and women, and that the percentages set forth on the Proposer's Project Employment Profile will be the Proposer's minimum levels of commitment to minority and women employment during this project. Underrepresentation of minorities and women will not itself be deemed a violation of Authority's policy, where the Consultant adopts reasonable affirmative action measures in good faith.

F. The Proposer gives assurance that the Proposer will correct deficiencies of underrepresented persons at all



**SWORN STATEMENT REGARDING MINORITY AND WOMEN BUSINESS  
ENTERPRISE SOLICITATION AND UTILIZATION COMMITMENT**

**Summary of Commitment:**

1. Percentage of Minority Business Enterprise Participation 20% (minimum)
2. Percentage of Women Business Enterprise Participation 33% (minimum)

E. As demonstration of the Proposer's compliance and efforts, the Proposer has completed the MBE/WBE Consultant Utilization Analysis which is incorporated herein by this reference. The Proposer has identified herein those MBE/WBEs with whom the Proposer will subcontract if awarded this Contract.

F. The Firm will at the negotiation conference, produce Letters of Intent or subcontractor agreements substantially consistent with the commitments.

Spectrum Boston Consulting, Inc.

Name of Proposer

By: Samuel D. Shapiro

Title: Vice President, Business Dev.

State of Massachusetts  
County of Suffolk

I certify that I know or have satisfactory evidence that Samuel D. Shapiro signed this instrument, on oath stated that (he/she) was authorized to execute the instrument and acknowledged it as the Vice President of Spectrum Boston Consultg. to be the free and voluntary act of such party for the uses and purposes mentioned in the instrument.

Date: 8/19/88

H. A. Flores  
(Signature of notary public)

(Stamp or Seal)

President and CEO  
Title

My appointment expires 2/10/95



### References

Per Section F:

The following list represents a cross section of clients that Spectrum is (or was) actively involved with in a variety of graphic art, materials design, and promotional programs.

1. Steve Hunt, Ben Davis - Division of Public Education,  
MWRA. (Involved in production of  
internal & external publications).
2. Tim Hughes - Director, Little League Baseball  
Williamsport, PA
2. Larry Cancro - Director of Marketing, Boston Red Sox
3. Roy Schneider - Woods Wire, Carmel, IN
4. Fritz Von Ulmer - Vice President, Marketing,  
Ground Round Restaurants
5. Larry Warnock - Marketing Director, Massachusetts  
Rehabilitation Commission (Projects  
Under Discussion)
6. Rick Kirkpatrick - Regional Manager, Campbells Food Co.,  
Regional Office, W. Roxbury, MA



		1984	12/18/88
4. Specify type of ownership and check below, if applicable			
<input checked="" type="checkbox"/> Corporation			
<input type="checkbox"/> A. Small Business			
<input type="checkbox"/> B. Small Disadvantaged Business			
<input type="checkbox"/> C. Woman-owned Business			

## 5 Name of Parent Company, if any:

Captain Graphics Inc 1968  
Spectrum Boston Inc. 1984

## 6. Names of not more than Two Principals to Contact: Title / Telephone

1) George F.W. Boesel, President 617-367-1008  
2) Samuel D. Shapiro, Vice President 617-367-1008

## 7. Present Offices: City / State / Telephone / No. Personnel Each Office

Spectrum Boston Consulting, Inc.  
85 Chestnut Street  
Boston, MA 02108

10 Full time personnel

(design &amp; marketing consultants)

## 8 Personnel by Discipline: (list each person only once, by primary function)

Administrative	Oceanographers
Architects - subcontractor	Planners: Urban/Regional
Chemical Engineers	Sanitary Engineers
Civil Engineers	Soils Engineers
Construction Inspectors	Hydrologists
Draftsmen	Specification Writers
Ecologists	Structural Engineers
Economists	Surveyors
	Transportation Engineers

(4) Interior Designers  
Landscape Architects  
Mechanical Engineers  
Mining Engineers

## 9 Summary of Professional Services Fees Received (Insert index number)

Last 5 Years (most recent year first)	
19 88	19 87
4	4

Direct Federal contract work, including overseas

All other domestic work

All other foreign work\*

## Ranges of Professional Services Fees

1	Less than \$100,000
2	\$100,000 to \$250,000
3	\$250,000 to \$500,000
4	\$500,000 to \$1 million
5	\$1 million to \$2 million
6	\$2 million to \$5 million
7	\$5 million to \$10 million
8	\$10 million or greater

\*Firms interested in foreign work, but without such experience, check here:



**for use with questions 10 and 11**

043 Heating, Ventilating; Air Conditioning

044 Health Systems Planning

045 Highrise Air-Rights-Type Buildings

046 Highways; Streets; Airfield Paving;

Parking Lots

047 Historical Preservation

048 Hospital & Medical Facilities

049 Hotels; Models

050 Housing (Residential, Multi-Family, Apartments; Condominiums)

051 Hydraulics & Pneumatics

052 Industrial Buildings; Manufacturing Plants

053 Industrial Processes; Quality Control

054 Industrial Waste Treatment

055 Interior Design; Space Planning

056 Irrigation; Drainage

057 Judicial and Courtroom Facilities

058 Laboratories; Medical Research Facilities

059 Landscape Architecture

060 Libraries; Museums; Galleries

061 Lighting (Interiors; Display; Theatre, Etc.)

062 Lighting (Exteriors; Streetlights; Memorials; Athletic Fields, Etc.)

063 Materials Handling Systems; Conveyors, Sorters

064 Metallurgy

065 Microclimatology; Tropical Engineering

066 Military Design Standards

067 Mining & Mineralogy

068 Missile Facilities (Silos; Fuels; Transport)

069 Modular Systems Design; Pre-Fabricated Structures or Components

070 Naval Architecture; Off-Shore Platforms

071 Nuclear Facilities; Nuclear Shielding

072 Office Buildings; Industrial Parks

073 Oceanographic Engineering

074 Ordnance; Munitions; Special Weapons

075 Petroleum Exploration; Refining

076 Petroleum and Fuel (Storage and Distribution)

077 Pipelines (Cross-Country—Liquid & Gas)

078 Planning (Community, Regional, Areawide and State)

079 Planning (Site, Installation, and Project)

080 Plumbing & Piping Design

081 Pneumatic Structures; Air-Support Buildings

082 Postal Facilities

083 Power Generation, Transmission, Distribution

084 Prisons & Correctional Facilities

085 Product, Machine & Equipment Design

087 Railroad, Rapid Transit

088 Recreation Facilities (Parks, Mamas, Etc.)

089 Rehabilitation (Buildings; Structures; Facilities)

090 Resource Recovery; Recycling

091 Radio Frequency Systems & Shieldings

092 Rivers; Canals; Waterways, Flood Control

093 Safety Engineering, Accident Studies, OSHA Studies

094 Security Systems; Intruder & Smoke Detection

095 Seismic Designs & Studies

096 Sewage Collection, Treatment and Disposal

097 Soils & Geologic Studies; Foundations

098 Solar Energy Utilization

099 Solid Wastes; Incineration; Land Fill

100 Special Environments; Clean Rooms, Etc.

101 Structural Design; Special Structures Studies

102 Surveying, Platting; Mapping; Flood Plain Studies

103 Swimming Pools

104 Storm Water Handling & Facilities

105 Telephone Systems (Rural; Mobile; Intercom, Etc.)

106 Testing & Inspection Services

107 Traffic & Transportation Engineering

108 Towers (Self-Supporting & Guyed Systems)

109 Tunnels & Subways

110 Urban Renewals; Community Development

111 Utilities (Gas & Steam)

112 Value Analysis, Life-Cycle Costing

113 Warehouses & Depots

114 Water Resources; Hydrology; Ground Water

115 Water Supply, Treatment and Distribution

116 Wind Tunnels, Research/Testing Facilities Design

117 Zoning, Land Use Studies

120 Water Resources, Public Relations Materials

121 Water Packaging and Distribution System Development

122 Construction Management

123 Corrosion Control; Cathodic Protection; Electrolysis

124 Cost Estimating

125 Dams (Concrete, Arch)

126 Desalination (Process & Facilities)

127 Dining Halls; Clubs, Restaurants

128 Ecological & Archeological Investigations

129 Educational Facilities, Classrooms

130 Electronics

131 Elevators; Escalators, People-Movers

132 Energy Conservation, New Energy Sources

133 Environmental Impact Studies, Assessments or Statements

134 Fallout Shelters, Blast-Resistant Design

135 Field Houses, Gyms; Stadiums

136 Fire Protection

137 Fisheries; Fish Ladders

138 Forestry & Forest Products

139 Garages, Vehicle Maintenance Facilities, Parking Decks

140 Gas Systems (Fugitive; Natural, Etc.)

141 Graphic Design



Project Code	Number of Projects	Total Gross Fees (in thousands)	Phone Code	Number of Projects (in thousands)	Total Gross Fees (in thousands)	Phone Code	Number of Projects (in thousands)	Total Gross Fees (in thousands)	Phone Code
1) 41	22	\$ 582M	11)	11)		21)	21)		21)
2) 85	5	230M	12)			22)			22)
3) 201	19	265M	13)			23)			23)
4) 203	18	383M	14)			24)			24)
5)			15)			25)			25)
6)			16)			26)			26)
7)			17)			27)			27)
8)			18)			28)			28)
9)			19)			29)			29)
10)			20)			30)			30)

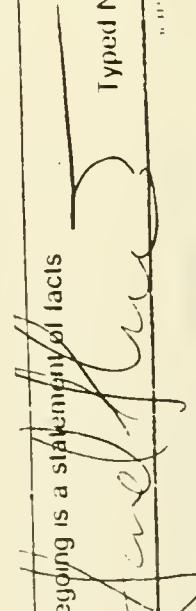
#### 11. Project Examples, Last 5 Years

Profile Code	"P", "C", "G", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
41	P	1 American Standard Inc Store Signage, Packaging, promotion and distribution programs	American Standard Inc 1 Centennial Plaza Piscataway, NJ 08854	\$ 400 M+	1988
203		2 Woods Wire, Inc., Display Signage, Marketing consulting, Packaging and Merchandising programs	Woods Wire Inc. 510 Third Avenue, S.W. Carmel, IN 46032-6675	\$ 400M+	1988
201		3 Johnson Level & Tool Packaging, Merchandising Program	Johnson Level & Tool Mfg. Co. 6333 West Donges Bay Road Mequon, WI	\$100M+	1988
41	P	4 Mass Water Resources Auth. Newsletter design	Mass Water Resources Auth. Charlestown Navy Yard 100 First St., Boston, MA	\$12M	1988
201		5 Keeper Corporation Packaging, Advertising Design	Keeper Corporation Young Street Williamantic, CT 06226	\$37M	1988
203		6 Ground Round, Inc. Signage, Billboards, Banners, Signs of promotional events and graphic materials	Ground Round, Inc. 541 Main Street South Weymouth, MA 02190	\$61M+	1988
41	P	7 Black & Decker Naming Wet/Dry Vacuum	Black & Decker, Inc. 6 Armstrong Road Shelton, Ct 06484	\$3M+	1988
201					



203	P	Packaging program, Consulting, Point-of-Purchase	Pacoma, CA 91331	1988
41,85 203	P	9 Materials design	InterMetro Industries Corp. North Washington St Wilkes-Barre, PA 18705	\$350M+
41,85 203	P	10 Little League Baseball, Inc. Fund raising programs, logo design	Little League Baseball, Inc. Route 15 Williamsport, PA 07701	\$ 6M
41 201	P	11 Tufts University Design, production of Posters Mktng Research, Brochure Des.	Tufts University 95 Talbot Ave, Medford, MA & 711 Washington St, Boston, MA	\$29M+
41 203	P	12 Avery International Mktng Res., Consulting, Packaging Design, Display Graphics	Avery International 818 Oak Park Rd Covina CA 91724-3624	\$ 31M+
85 201	P	13 Curtis Manufacturing Co., Inc Marketing Research, Product Design	Curtis Manufacturing Co., Inc 30 Fitzgerald Drive Jaffrey, NH 03452	\$52M+
41,85 203	P	14 Sunbeam, Inc. Mkt. Research, Product, Packaging Design	Sunbeam Appliance Co. 1333 Butterfield Road Downer'sGrove IL 60515	\$38M+
41 201 203	P.	15 Milltex Corporation Packaging, Collateral, Identity Program	Milltex Incorporated 800 John Watts Drive Nicholasville, KY 40356	\$20M
41 203	P	16 G.E. Silicone Packaging Design	General Electric Co. Silicone Products Div. 260 Hudson River Road	\$34M+
41,85 201 203	P	17 Green Garden, Inc. Mktng Res., Packaging, Merchandising programs	Green Garden, Inc. P.O. Box 351 R.D. #5 Somerset, PA 15501	\$ 103M+
		18		



12. The foregoing is a statement of facts   Signature	Typed Name and Title: Samuel D. Shapiro V.P.: Business Development	Date 12/18/88
		STANDARD FORM 254 (REV 10-81)



Harborfront Signage Project  
Phase I - Boston

Date, if any.

NA

## 3. Firm (or Joint-Venture) Name &amp; Address

Spectrum Boston Consulting, Inc.  
 85 Chestnut Street  
 Boston, MA 02108

NOTE: Staff of Architectural Subcontractor is  
 included in item #4

## 3a. Name, Title &amp; Telephone Number of Principal to Contact

Samuel Shapiro  
 Vice President  
 (617) 367-1008

## 3b. Address of office to perform work, if different from Item 3

## 4. Personnel by Discipline: (List each person only once, by primary function.)

<u>35</u> Administrative	<input type="checkbox"/> Electrical Engineers	<input type="checkbox"/> Oceanographers	<input type="checkbox"/> Office Support
<u>13</u> Architects	<input type="checkbox"/> Estimators	<input type="checkbox"/> Planners: Urban/Regional	<input type="checkbox"/> Industrial Designer
<u>13</u> Chemical Engineers	<input type="checkbox"/> Geologists	<input type="checkbox"/> Sanitary Engineers	<input type="checkbox"/> Mktg/Research Dir.
<u>13</u> Civil Engineers	<input type="checkbox"/> Hydrologists	<input type="checkbox"/> Soils Engineers	<input type="checkbox"/> Promotional Dir.
<u>3</u> Construction Inspectors	<input type="checkbox"/> Interior Designers	<input type="checkbox"/> Specification Writers	<input type="checkbox"/> Business Dev. Spec.
<u>13</u> Draftsmen	<input type="checkbox"/> Landscape Architects	<input type="checkbox"/> Structural Engineers	<input type="checkbox"/> _____
<u>13</u> Ecologists	<input type="checkbox"/> Mechanical Engineers	<input type="checkbox"/> Surveyors	<input type="checkbox"/> _____
<u>13</u> Economists	<input type="checkbox"/> Mining Engineers	<input type="checkbox"/> Transportation Engineers	<input type="checkbox"/> _____
			<u>73</u> Total Personnel incl. Sub-Contractor

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial)  
 for each firm: (Attach SF 254 for each it not on file with Procuring Office.)

Qualifications and resume outlines of anticipated Architectural Subcontractor included.



Name & Address

The Stubbins Associates, Inc.  
1033 Massachusetts Avenue  
Cambridge, MA 02138

Specialty

Architecture, Siting, Planning,  
Development, Signage

NO



a Name & Title: George F.W. Boesel  
President

a. Name & Title: Dale Edmondson  
Senior Designer/Project Manager

b Project Assignment:  
Project Supervisor  
Research structure and interpretation....

c. Name of Firm with which associated:

Spectrum Boston Consulting, Inc.

d Years experience With This Firm  \*  
With Other Firms

e Education: Degree(s) / Year / Specialization  \*

f Active Registration: Year First Registered/Discipline  \*

g. Other Experience and Qualifications relevant to the  
proposed project:

(\*) NOTE: Resume included elsewhere in this  
submission

(\*) NOTE: Resume included elsewhere in this  
submission

b. Project Assignment:  
Graphic Design - Supervision  
Materials Specification

c. Name of Firm with which associated:

Spectrum Boston Consulting, Inc.

d Years experience With This Firm  \*  
With Other Firms

e Education: Degree(s) / Years / Specialization  \*

f Active Registration: Year First Registered/Discipline  \*

g. Other Experience and Qualifications relevant to the  
proposed project:

(\*) NOTE: Resume included elsewhere in this  
submission



<p><b>a. Name and Title:</b>  <b>Philip T. Seibert, ASID, IBD</b>  <b>Vice President</b></p>		<p><b>b. Project Assignment</b>  <b>Design Director</b></p>	
<p><b>c. Name of Firm with which associated:</b>  <b>The Stubbins Associates, Inc.</b></p>		<p><b>c. Name of Firm with which associated:</b>  <b>The Stubbins Associates, Inc.</b></p>	
<p><b>d. Years experience: With This Firm <u>16</u> With Other Firms <u>5</u></b></p>		<p><b>d. Years experience: With This Firm <u>112</u> With Other Firms <u>712</u></b></p>	
<p><b>e. Education: Degree(s)/Year/Specialization</b>  <b>Rhode Island School of Design 1967/B. Fine Arts / Pratt Inst./Dept. of Interior Design - Harvard GSD Design - Profes.</b></p>		<p><b>e. Education: Degree(s)/Year/Specialization</b>  <b>Bachelor of Fine Arts, Graphic Design 1979          Massachusetts College of Art</b></p>	
<p><b>f. Active Registration: Year First Registered/Discipline</b>  <b>ASID, IBD - 1972</b></p>		<p><b>f. Active Registration: Year First Registered/Discipline</b>  <b>Society of Environmental Graphic Designers, 1988</b></p>	
<p><b>g. Other Experience and Qualifications relevant to the proposed project:</b></p> <p>As Director of Interior Design, Mr. Seibert directs the comprehensive project process including programming, conceptual design, and the development and implementation of interior design, graphic design and site signage applications. Relevant project experience pertaining to the Harborwalk project include:</p> <ul style="list-style-type: none"> <li>• Ronald Reagan Presidential Library</li> <li>• General Services Administration Building, Boston, Massachusetts</li> <li>• Harrah's Marina Hotel Casino, Atlantic City, New Jersey</li> <li>• Carnegie Center Master Plan and Exterior Sign System, Princeton, New Jersey</li> <li>• Tower Center Office and Hotel Complex, East Brunswick, New Jersey</li> <li>• The Federal Reserve Bank of Boston, Boston, Massachusetts</li> <li>• Dade County Administration Building in Miami, Florida</li> <li>• South Station Rapid Transit Station, Boston, Massachusetts</li> </ul>		<p><b>g. Other Experience and Qualifications relevant to the proposed project:</b></p> <p>As graphic designer, Mr. Chester is responsible for the analysis, conceptual design, development and implementation of major environmental graphic design programs. Relevant project experience pertaining to the Harborwalk project include:</p> <ul style="list-style-type: none"> <li>• A graphics program for the South Station Rapid Transit Station in Boston, Massachusetts which encompassed directional, informational and conceptual signage designed to efficiently guide the public through the three levels of the station while creating a distinctive station identity through the use of artwork.</li> <li>• Fifth Avenue Place, Pittsburgh, Pennsylvania</li> <li>• Moller Steamship Company, Madison, New Jersey</li> <li>• Tower Center Office and Hotel Complex, East Brunswick, New Jersey</li> <li>• Doubletree Hotel, Albuquerque, New Mexico</li> <li>• Suffolk County Jail, Boston, Massachusetts</li> </ul>	



a. Project Name and Location	b. Nature of Firm's Responsibility	c. Owner's Name & Address	d. Completion Date (Actual or estimated)	e. Entire Project	f. Work for which Firm was/is responsible
Ronald Reagan Presidential Library Ventura County, CA	Architecture Interior Design Environmental Graphic Design	The Ronald Reagan Presidential Foundation	1990	30,000	100%
South Station Rapid Transit Station Boston, Massachusetts	Architecture Environmental Graphic Design	Massachusetts Bay Transportation Authority Boston, Massachusetts	1989	11,625	100%
The Federal Reserve Bank of Boston, Massachusetts	Architecture Interior Design Environmental Graphic Design	Federal Reserve Bank of Boston Boston, Massachusetts	1978	77,000	100%
Dade County Administration Building Miami, Florida	Architecture Interior Design Environmental Graphic Design	Dade County Miami, Florida	1985	60,000	100%
The Thomas P. O'Neil, Jr. Federal Building and Parking Garage Boston, Massachusetts	Architecture Interior Design Environmental Graphic Design	General Services Administration Boston, Massachusetts	1986	56,000	75%
Harrah's Marina Hotel Casino Atlantic City, New Jersey	Interior Design Environmental and Print Environmental Graphic Design	Harrah's (a subsidiary of Holiday Inns)	1981	135,000	100%
101, 202, and 210 Carnegie Center Princeton, New Jersey	Architecture	Carnegie Center Associates Princeton, New Jersey	1987	30,000	100%
Carnegie Center Master Plan Exterior Sign System Princeton, New Jersey	Master Plan Environmental Graphic Design	Carnegie Center Associates Princeton, New Jersey	1984	N/A	100%



WATERFRONT  
S741  
1988

AUTHOR

SPECTRUM BOSTON

TITLE

DATE  
LOANED

BORROWER'S NAME

BOSTON PUBLIC LIBRARY



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